

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2044

ANSWERED ON:08.03.2013

FILM TOURISM

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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has identified the potential of film tourism in the development of tourism in the country;
- (b) if so, the details thereof;
- (c) the project proposals identified in this regard in consultation with States/UTs and funds sanctioned for the purpose, State/UT- wise;
- (d) the further measures taken/being taken by the Government to promote film tourism in the country in cooperation with States/UTs; and
- (e) the extent to which the film tourism is expected to be useful in the development of tourism in the country?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) & (b): Yes, Madam. The Ministry of Tourism has recognized films as a powerful tool for the development and promotion of destinations under Niche Tourism Product. Several destinations have gained in terms of tourist inflow by being the venue/location of popular domestic and international films.

(c): The State Governments/Union Territory Administrations have not sent any proposal regarding Central Financial Assistance for promotion of Film Tourism to Ministry of Tourism so far.

(d): The Ministry of Tourism has taken following steps to promote Film Tourism in the country:

Signing of a Memorandum of Understanding with the Ministry of Information & Broadcasting in 2012;

Joint participation with the Ministry of Information and Broadcasting in the Cannes Film Festival & Market, International Film Festival of India (IFFI, Goa), and European film Market, Berlin;

Institution of a National Tourism Award in 2012 in the category "Most Film Promotion Friendly State/UT" to encourage the State Governments and Union Territories to facilitate filming in their region;

The Ministry of Tourism has formulated guidelines for extending financial support to State Governments/Union Territory Administrations for promotion of Film Tourism. As per these Guidelines, Central Financial Assistance of Rs.2.00 lakh per film will be given to each of the State Governments/U.T Administrations during each financial year.

(e): 'Film Tourism' provides exposure and promotion to the filmed destinations, thereby brings job creation, investment opportunities, income generation contributing to the overall economic development of the area.